



State of California—Health and Human Services Agency
Department of Health Services



ARNOLD SCHWARZENEGGER
Governor

March 12, 2004

TO: PROSPECTIVE PROPOSERS
REQUEST FOR PROPOSAL (RFP) NUMBER 03-75880

SUBJECT: ADDENDUM #1

The information contained in Addendum #1 takes precedence over the original RFP #03-75880. All other terms and requirements of the RFP not specified in this memorandum remain unchanged. Proposals are to be submitted in response to the RFP as herein amended.

Addendum #1 is enclosed and replaces page 35 in the above referenced Request for Proposal. On the replacement page, we have identified the changes to the RFP by striking out the original statements and underlining the revised information. In order to configure your copy of the RFP to accurately reflect changes/clarification, please remove page 35 and insert the revised page.

Thank you for your interest in RFP No. 03-75880.

Sincerely,

Georjean Stoodt, M.D., M.P.H., Chief
Cancer Detection Section

Enclosure



State of California—Health and Human Services Agency
Department of Health Services



ARNOLD SCHWARZENEGGER
Governor

March 3, 2004

To: Prospective Proposers

Subject: Request for Proposal (RFP) #03-75880
Cancer Detection Programs: Every Woman Counts
Cancer Screening Marketing Campaign
For Women 40 and Older

Notice to Prospective Proposers

You are invited to review and respond to this Request for Proposal (RFP) Number 03-75880 entitled, "**Cancer Detection Programs: Every Woman Counts** Cancer Screening Marketing Campaign." In submitting your proposal, you must comply with the instructions found herein. This procurement is exempt from the Public Contract Code.

Note that all agreements entered into with the State of California will include by reference General Terms and Conditions and Contractor Certification Clauses that may be viewed and downloaded at the following Internet site: <http://www.ols.dgs.ca.gov/Standard+Language/default.htm>. If you do not have Internet access, a hard copy can be obtained by contacting Peter Kaapcke at (916) 449-5298.

If a discrepancy occurs between the information appearing in the advertisement placed in the California State Contracts Register and the information herein, the information in this notice and in the RFP shall take precedence.

I. Proposal Submission Deadline

Regardless of postmark or method of delivery, the Department of Health Services' (DHS) Contract Management Unit must receive proposal packages no later than **4:00 p.m. on May 3, 2004**. Refer to the attached RFP for detailed submission requirements.

II. Voluntary non-binding Letter of Intent

In this procurement, prospective proposers are asked to voluntarily submit a non-binding Letter of Intent. See the RFP for detailed Letter of Intent submission instructions.

III. Disabled Veteran Business Enterprise (DVBE) participation requirements

This procurement is not subject to Disabled Veteran Business Enterprise (DVBE) participation requirements because the Department of Health Services has granted a waiver.

IV. Funding Limit

Funding for these services may be limited to the following amounts:

- A. \$600,000 for the budget period of 07/01/04 through 06/30/05.
- B. \$600,000 for the budget period of 07/01/05 through 06/30/06.
- C. \$600,000 for the budget period of 07/01/06 through 06/30/07.
- D. In addition, it is possible that an additional \$400,000 may be available for cervical cancer screening awareness in one of the fiscal years.
- E. \$2,200,000 for the entire contract term.

Funding for each state fiscal year is subject to an annual appropriation by the State Legislature or Congress. If full funding does not become available, DHS will cancel the resulting agreement or amend it to reflect reduced funding and reduced activities. Continuation beyond the first state fiscal year is also subject to the contractor's successful performance. Without prior DHS authorization, you may not expend funds set aside for one budget period in a subsequent budget period.

V. Proposer Questions

In the opinion of the California Department of Health Services, this Request for Proposal is complete and without need of explanation. However, if you have questions or need clarifying information, put all inquiries in writing and mail or fax them to DHS according to the instructions in the RFP section entitled, "Proposer Questions."

Thank you for your interest in DHS' service needs.

Sincerely,

A handwritten signature in black ink, reading "Georjean Stoodt". The signature is written in a cursive, flowing style.

Georjean Stoodt, M.D., M.P.H.
Chief
Cancer Detection Section

Enclosure



Cancer Detection Programs: Every Woman Counts

Request for Proposal 03-75880

Includes Addendum 1 issued March 12, 2004

Cancer Detection Programs: Every Woman Counts Cancer Screening Marketing Campaign

California Department of Health Services
Cancer Detection Section
1616 Capitol Avenue, Suite 74.421
P.O. Box 997413, MS 7203
Sacramento, CA 95899-7413

[Do not submit proposals to the above address.]

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Attachment #	Attachment Name
Attachment 1	Proposal Cover Page
Attachment 2	Required Attachment / Certification Checklist
Attachment 3	Proposer Information Sheet
Attachment 4	Proposer References
Attachment 5	RFP Clause Certification
Attachment 6	CCC 304 - Certification
Attachment 7	Payee Data Record
Attachment 8	Work Plan
Attachment 9	Cost Proposal Form
Attachment 10	Budget Detail Work Sheet (Year 1)
Attachment 11	Budget Detail Work Sheet (Year 2)
Attachment 12	Budget Detail Work Sheet (Year 3)
Attachment 13	Voluntary Letter of Intent
Attachment 14	Conflict of Interest Compliance Certificate

S. Sample Contract Forms / Exhibits

Exhibit #	Exhibit Name
Exhibit A1	Standard Agreement
Exhibit A	Scope of Work
Exhibit B	Budget Detail and Payment Provisions
Exhibit C	General Terms and Conditions (GTC 304). View or download at this
View on-line.	Internet site http://www.ols.dgs.ca.gov/Standard+Language .
Exhibit D(C)	Special Terms and Conditions
Exhibit E	Additional Provisions
Exhibit F	Contractor's Release
Exhibit G	Travel Reimbursement Information

A. Purpose, Background and Description of Services

1. Purpose

The California Department of Health Services (DHS), Cancer Detection Section (CDS), is soliciting proposals from firms that are able to provide targeted advertising, public relations, and promotional services for the **Cancer Detection Programs: Every Woman Counts** cancer screening marketing campaign. CDS provides free breast cancer screening services – clinical breast exams and mammograms – throughout California to women who qualify, as well as diagnostic services, if needed. CDS also offers free cervical cancer screening services. The marketing campaign is one part of a multi-faceted program, the goal of which is to save lives and reduce the devastating effects of breast and cervical cancer for all California women, with special emphasis on low-income and ethnic minority women. Proposals must address all of the services described in Exhibit A entitled, “Scope of Work.”

The Marketing Campaign Scope of Work (SOW) is built around three key objectives:

1. To capture attention and increase awareness of breast and cervical cancer issues, specifically on the benefits of screening and early detection, and motivate women to seek cancer screening services at regular intervals.
2. To promote CDS’ statewide toll-free number (1-800-511-2300), which encourages women to get screened for breast cancer and refers eligible women to free services. The toll-free number provides services in the following languages: English, Spanish, Mandarin, Cantonese, Vietnamese, and Korean.
3. To provide support to and coordination with regional cancer detection partnerships and other CDS contractors.

CDS’ target population is women age 40 and older (especially women over 50) with incomes at or below 200 percent of federal poverty level, and who have no health insurance or limited health coverage (i.e., high insurance deductible or co-payment).

The *priority* target populations of the marketing campaign are: low-income women 50 years of age and older with no or limited health insurance; and ethnic groups, specifically African-American, Asian and Pacific Islanders, Latinas, and others, who tend to be at greater risk of late stage breast cancer, and who have less access to screening services than the general population.

It is anticipated that the campaign will also increase awareness among insured women and thus help to increase utilization of screening services by a broader group of women.

It is expected that a range of creative communications approaches will be used (e.g., targeted paid advertising, “free” media, development of cooperative promotions, etc.). Innovative marketing strategies involving corporate sponsorship and other types of participation with other non-profit, private, and public entities are strongly encouraged in order to extend the visibility and purchasing power of the campaign.

The successful agency will be expected to develop (either in-house or by subcontractor) language-specific, culturally sensitive messages and products to reach diverse priority populations. Utilizing CDS statistics, scientific literature, and marketing information to design relevant, motivating, and high-impact strategies and messages is critical. In addition, the marketing contractor, under CDS guidance, will need to collaborate closely with the toll-free number contractor.

Ultimately, this RFP will serve to identify an agency with a capable staff that can put forward strong ideas while demonstrating the best plan to manage advertising, public relations activities, promotions, and its team, subcontractors, and vendors. Proposers should identify potential subcontractors if they are needed to carry out major portions of the contract. Once the contract is awarded, the successful agency is expected to bring on any additional subcontractors and vendors necessary to meet all contractual requirements.

The CDS intends to make a single contract award to the most responsive and responsible firm earning the highest score. This procurement is open to all eligible firms and/or individuals that meet the qualification requirements, including commercial businesses, nonprofit organizations, State or public universities (including auxiliary organizations) and other entities.

2. Background

CDS currently operates the state-funded *Cancer Detection Programs: Every Woman Counts* (CDP:EWC), which provides free breast and cervical cancer screening services. The goal of CDP EWC is to save women's lives by preventing and reducing the devastating effects of breast and cervical cancer for all Californians through early detection, diagnosis and entry into treatment services. With a special emphasis on reaching underserved women, CDP:EWC uses an effective multi-faceted, scientifically based approach to detect cancer early when it is most treatable. Program components include: public education and outreach, professional education, research, evaluation and surveillance, screening services via a statewide clinical provider network, quality assurance and improvement activities, regional cancer detection partnerships, and the California Breast and Cervical cancer Advisory Council.

CDP:EWC is funded by 50 percent of revenues collected from a 2-cent tax on tobacco products, mandated by the California Breast Cancer Act of 1993. This program provides breast cancer screening services in all 58 California counties, as well as diagnostic and referral to treatment services when necessary. The program also provides cervical cancer screening services in select counties statewide.

Over 723,000 services have been provided by CDS so far, and from July 2001 to June 2002, 170,130 women have been screened. It is estimated that CDS will serve an even greater number of women in fiscal year 2003-04. However, even this large number of women served represents only about 18 percent of the total eligible population. While some of this disparity is funding related, clearly, more needs to be done to reach out to and motivate women to get a yearly breast cancer screening. Much research exists on potential barriers for women, including ethnic and cultural issues and a lack of health insurance. This is particularly disturbing given that regular screening – a yearly clinical breast exam and mammogram – is the key to early detection of breast cancer when the chance of survival, 96% over five years, is greatest.

In future years, CDS' responsibilities may expand beyond statewide breast cancer screening services and its limited free cervical cancer screening services. For example, CDS is currently working to secure funding to make free cervical cancer screening available for *all* women throughout the state who qualify for CDS services. Screening for prostate or colorectal cancer may be added in the future if funding is allocated. Since 2000, CDS has offered a prostate treatment program for low-income men who have no or limited health insurance.

Recent Marketing Campaign Efforts

The *Cancer Detection Programs: Every Woman Counts* marketing efforts began in 1995 to increase the number of providers enrolled in the program to offer CDS services. In late 1995, a paid TV commercial to encourage women to call the toll-free number was aired on a limited basis, along with other public relations activities. In 2003, "Disappearing Act", an award-winning TV Public Service Announcement (PSA) was produced by Debbie Allen and featured actress, Phylicia Rashad. A Spanish-language version of the PSA was also produced and starred noted

Spanish-language television personality, Dr. Aliza Lifshitz. The spots, which encouraged women to get screened for the sake of themselves and their families, have received in excess of \$1 million of donated airtime, and have generated a substantial increase in calls to California's toll-free 800 number. In 1998, two public service announcements (PSAs) were produced, one with Dr. Maya Angelou, which also received significant airplay. The state of Georgia has also adopted & adapted this PSA for their use. In 1999, the two PSAs were used as paid commercials with limited, targeted media placement.

In 2002, a Spanish radio spot was produced featuring the late "Queen of Salsa," Celia Cruz, which also earned sizable airplay. A successful October Breast Cancer Awareness Month collaborative promotion with Safeway/Vons stores has been in place since 2000. An Asian media promotion took place for the first time in 2001 to promote the 800 number's new Asian language services in Cantonese, Mandarin, Vietnamese, and Korean. Other notable promotions include a partnership with the Korean American Grocers Organization, a Breast Cancer Awareness Month outreach in coordination with Sally Shops, and Styling for Life, which has traditionally targeted outreach to African American women. Call volume to the toll-free number, a media flow chart, and the media materials are available on the CDS Web site: www.dhs.ca.gov/cancerdetection.

The marketing campaign has limited funds available and many challenges requiring practical and ingenious marketing expertise. Challenges concerning the toll-free number include: (1) ensuring the toll-free number is maximized but not overloaded with calls and (2) determining which populations may be better reached through mass or targeted marketing efforts to support the toll-free number. And, while some areas of the state partnership regions are screening larger numbers of women, others are falling short of screening goals, and could benefit from marketing activities.

Another great challenge is reaching women over 50 years of age. CDS screening and call volume statistics show that women age 40 – 49 are far more likely to pursue screening services than women over 50, who are and will continue to be the primary focus of this program.

This RFP, additional information on the CDS, California breast cancer statistics, fact sheets, and marketing campaign background, as well as required RFP forms, attachments, and proposed contract language for this RFP can be found at the following Web site: www.dhs.ca.gov/cancerdetection. The proposer should review the information at this site. If a proposer cannot access the Internet, the materials can also be obtained by contacting the CDS contact person, Peter Kaapcke @ (916) 449-5298.

B. Time Schedule

Below is the tentative time schedule for this procurement:

Event	Date	Time (If applicable)
RFP Released	March 3, 2004	
Questions Due	March 30, 2004	4:00 p.m.
Voluntary Letter of Intent	April 20, 2004	4:00 p.m.
Proposal Due Date	May 3, 2004	4:00 p.m.
Oral Interviews	June 1-2, 2004	
Notice of Intent to Award Posted	June 9, 2004	

Event	Date	Time (If applicable)
Appeal Deadline	June 16, 2004	5:00 p.m.
Contract Award Date	June 21, 2004	
Proposed Contract Start Date	July 1, 2004	

C. Contract Term

The term of the resulting agreement is expected to be 36 months and is anticipated to be effective from July 1, 2004 through June 30, 2007. The agreement term may change if DHS makes an award earlier than expected or if DHS cannot execute the agreement in a timely manner due to unforeseen delays.

Please be advised that the contract resulting from this RFP, if any, will have no force or effect until it is signed by both parties and approved by the Department of Finance for an exemption from the state contract ban instituted by Executive Order S-4-03. The State makes no assurances that the required approvals will be obtained. The Contractor is hereby advised not to commence performance until all approvals have been obtained. Should performance commence before all approvals are obtained, said services may be considered to have been volunteered if all approvals have not been obtained.

D. Proposer Questions

Immediately notify DHS if you need clarification about the services sought or have questions about the RFP instructions or requirements. Put your inquiry in writing and transmit it to DHS as instructed below. At its discretion, DHS reserves the right to contact an inquirer to seek clarification of any inquiry received.

Proposers that fail to report a known or suspected problem with the RFP or fail to seek clarification and/or correction of the RFP shall submit a proposal at their own risk.

Following the question submission deadline, DHS will summarize all general questions and issues raised and mail or fax the summary and responses to all persons who requested this RFP. The summary and responses will also be posted on the CDS Web site.

If an inquiry appears to be unique to a single firm or is marked "Confidential", DHS will mail or fax a response only to the inquirer if DHS concurs with the Proposer's claim that the inquiry is sensitive or proprietary in nature. If DHS does not concur, the inquiry will be answered in the manner described herein and the Proposer will be so notified. Inquiries and/or responses that DHS agrees should be held in confidence shall be held in confidence only until the Notice of Intent to Award is posted.

To the extent practical, inquiries shall remain as submitted. However, DHS may consolidate and/or paraphrase similar or related inquiries.

1. What to include in an inquiry

- a. Your name, name of your firm, mailing address, area code and telephone number, and fax number.
- b. A description of the subject or issue in question or discrepancy found.
- c. RFP section, page number or other information useful in identifying the specific problem or issue in question.
- d. Remedy sought, if any.

A proposer that desires clarification about specific RFP requirements and/or whose inquiry relates to sensitive issues or proprietary aspects of a proposal may submit individual inquiries that are marked "Confidential." The Proposer must include with its inquiry an explanation as to why it believes questions marked "Confidential" are sensitive or surround a proprietary issue.

2. Question deadline

Regardless of delivery method, written inquiries must be received no later than **4:00 p.m. on March 30, 2004.**

DHS will accept questions or inquiries about RFP errors or irregularities if such inquiries are received prior to the proposal submission deadline.

3. How to submit questions

Submit inquiries using one of the following methods.

U.S. Mail, Hand Delivery or Overnight Express:	Fax:
Questions RFP 03-75880 Department of Health Services Cancer Detection Section Peter Kaapcke 1616 Capitol Avenue, Suite 74.421 MS-7203 P.O. Box 997413 Sacramento, CA 95899-7413	Questions RFP 03-75880 Department of Health Services Cancer Detection Section Peter Kaapcke Fax: (916) 449-5310

Proposers submitting inquiries by fax are responsible for confirming the receipt of all faxed materials by the question deadline.

Call Peter Kaapcke at (916) 449-5298 to confirm faxed transmissions.

Proposer warning

DHS' internal processing of U.S. mail may add 48 hours or more to the delivery time. If you mail your questions, consider using certified or registered mail and request a receipt upon delivery. If you choose hand delivery, allow sufficient time to locate on street metered parking and to sign-in at the security desk.

4. Verbal questions

Verbal inquiries are discouraged. DHS reserves the right not to accept or respond to verbal inquiries. **Spontaneous verbal remarks provided in response to verbal inquiries are unofficial and are not binding on DHS unless later confirmed in writing.**

E. Pre-Proposal Conference

DHS will not hold a Pre-Proposal Conference for this procurement.

F. Reasonable Accommodations

For individuals with disabilities, the Department will provide assistive services such as sign-language interpretation, real-time captioning, note takers, reading or writing assistance, and conversion of RFP material, Request for Proposal, questions/answers, RFP Addenda, applicable library materials, or other Administrative Notices into Braille, large print, audiocassette, or computer disk. To request such services or copies in an alternate format, please call the number below no later than April 19, 2004 to arrange for reasonable accommodations.

Peter Kaapcke
Cancer Detection Section
Program telephone number (916) 449-5298
(TTY) California Relay telephone number 711-1-800-735-2929

NOTE: The range of assistive services available may be limited if requests are received less than ten State working days prior to the oral interview date or requestors cannot allow ten or more State working days prior to date the alternate format material is needed.

G. Voluntary Letter of Intent

1. General information

Prospective proposers are asked to voluntarily indicate either their intention to submit a proposal or to indicate the reason(s) for not submitting a proposal. Failure to submit a Letter of Intent will not affect the acceptance of any proposal. The Letter of Intent is not binding and prospective proposers are not required to submit a proposal merely because a Letter of Intent is submitted. **Use the Voluntary Letter of Intent (Attachment 13) for this purpose.**

2. Submitting a Letter of Intent

Regardless of delivery method, the voluntary Letter of Intent must be received by **4:00 p.m. on April 20, 2004.**

Submit the Letter of Intent using one of the following methods.

U.S. Mail, Hand Delivery or Overnight Express:	Fax:
Letter of Intent RFP 03-75880 Department of Health Services Cancer Detection Section Peter Kaapcke 1616 Capitol Avenue, Suite 74.421 MS-7203 P.O. Box 997413 Sacramento, CA, 95899-7413	Letter of Intent RFP 03-75880 Department of Health Services Cancer Detection Section Peter Kaapcke Fax: (916) 449-5310

Proposers transmitting a Letter of Intent by fax are responsible for confirming the receipt of the faxed Letter of Intent by the stated deadline.

Call Peter Kaapcke at (916) 449-5298 to confirm faxed transmissions.

3. Proposer warning

DHS' internal processing of U.S. mail may add 48 hours or more to the delivery time. If you mail the Letter of Intent, consider using certified or registered mail and request a receipt upon delivery. If you choose hand delivery, allow sufficient time to locate on street metered parking and to sign-in at the security desk.

H. Scope of Work

See Exhibit A entitled, "Scope of Work" that is included in the Sample Contract Forms and Exhibits section of this RFP. Exhibit A contains a detailed description of the services and work to be performed as a result of this procurement.

I. Qualification Requirements

Failure to meet the following requirements by the proposal submission deadline will be grounds for DHS to deem a proposer nonresponsive. Evaluators may choose not to thoroughly review or score proposals that fail to meet these requirements. In submitting a proposal, each proposer must certify and prove that it possesses the following qualification requirements.

1. At least three consecutive years of experience (e.g., marketing, public relations, advertising, and promotion) similar to the types of activities outlined in the Scope of Work. All experience must have occurred within the past five years.
2. Proposers must demonstrate that the proposer currently has a fully functioning California-based office providing marketing services (e.g., advertising and/or public relations activities) service this account.
3. Proposer must have an average of at least \$2 million in gross billings per year in calendar years 2001, 2002, and 2003.
4. Proposers must certify that they have read and are willing to comply with all proposed terms and conditions addressed in the RFP section entitled, "Contract Terms and Conditions", including the terms appearing in the referenced contract exhibits.
5. **[Corporations]** must certify they are in good standing and qualified to conduct business in California.
6. **[Non-profit organizations]** must certify they are eligible to claim nonprofit status.
7. Proposers must have a past record of sound business integrity and a history of being responsive to past contractual obligations.
8. Proposers must certify they are financially stable and solvent and have adequate cash reserves to meet all financial obligations while awaiting reimbursement from the State, which may be delayed 60-90 days from the receipt of a payable invoice.
9. Proposers must certify and submit proof that no prohibited conflict of interest exists related to the exchange of information with the tobacco or alcohol industries. (See attachment 14).

J. Proposal Format and Content Requirements

1. General instructions

- a. A firm or individual proposing to act as a prime contractor may be named as a subcontractor in another proposer's proposal. Similarly, more than one proposer may use the same subcontractors and/or independent consultants.
- b. Develop proposals by following all RFP instructions and/or clarifications issued by DHS in the form of question and answer notices, clarification notices, Administrative Bulletins or RFP addenda.
- c. Before submitting your proposal, seek timely written clarification of any requirements or instructions that you believe to be vague, unclear or that you do not fully understand.
- d. In preparing your proposal response, all narrative portions should be straightforward, detailed and precise. DHS will determine the responsiveness of a proposal by its quality, not its volume, packaging or colored displays.
- e. Arrange for the timely delivery of your proposal package(s) to the address specified in this RFP. Do not wait until shortly before the deadline to submit your proposal.

2. Format requirements

- a. Submit one (1) original proposal and twelve (12) copies or sets.
 - 1) Write "**Original**" on the original proposal set.
 - 2) Each proposal set must be complete with a copy of all required attachments and documentation.
- b. Format the narrative portions of the proposal as follows:
 - 1) Use one-inch margins at the top, bottom, and both sides.
 - 2) Use a font size of not less than 11 points.
 - 3) Print pages single-sided on white bond paper.
 - 4) Sequentially paginate the pages in each section. It is not necessary to paginate items in the Forms Section or Appendix Section.
- c. Bind each proposal set in a way that enables easy page removal. Loose leaf or three-ring binders are acceptable.
- d. All RFP attachments that require a signature must be signed in ink, preferably in a color other than black.
 - 1) Have a person who is authorized to bind the proposing firm sign each RFP attachment that requires a signature. Signature stamps are not acceptable.
 - 2) Place the originally signed attachments in the proposal set marked "Original."
 - 3) The RFP attachments and other documentation placed in the extra proposal sets may reflect photocopied signatures.

- e. Do not mark any portion of your proposal response, any RFP attachment or other item of required documentation as “Confidential” or “Proprietary.” DHS will disregard any language purporting to render all or portions of a proposal confidential.

3. Content requirements

This section specifies the order and content of each proposal. Assemble the materials in each proposal set in the following order:

- a. Proposal Cover Page

A person authorized to bind the Proposer must sign the Proposal Cover Page (**Attachment 1**). If the proposer is a corporation, a person authorized by the Board of Directors to sign on behalf of the Board must sign the Proposal Cover Page.

- b. Table of Contents

Properly identify each section and the contents therein. Paginate all items in each section with the exception of those items placed in the Forms Section and Appendix Section.

- c. Executive Summary section

This section must not exceed five (5) pages in length. Evaluators may not review or evaluate excess pages. [Alter page length if desirable.]

In preparing your Executive Summary, do not simply restate or paraphrase information in this RFP. Describe or demonstrate, in your own words, the following information.

- 1) How your agency will provide marketing campaign capability, including, but not limited to: account service, creative staff, market research, evaluation, media planners/buyers, production planning and execution, public relations expertise, and expert advice on key trends and issues in commercial and social marketing.
- 2) Your organization’s strengths and attributes, including historical accomplishments and experience with marketing outreach to older women.
- 3) From your agency’s own understanding of the breast and cervical cancer screening challenges, describe what CDS needs from its marketing campaign.
- 4) Explain how your organization will help achieve the goal and objectives of CDS, and note any plans to meet obligations through any major subcontractors (i.e., subcontractors responsible for carrying out major portions of the SOW on an ongoing basis and exceeding \$50,000).
- 5) How you will effectively integrate this project into your firm’s current obligations and existing workload.

- d. Agency Capability section

- 1) **Agency History/Goals:** Include a brief history of your firm (on no more than two (2) pages), including:
 - a) Date of establishment. If applicable, explain any changes in your business history or organizational structure that will assist DHS in determining your qualifications.

- b) A description of your firm's goals that are relevant, closely related, or will complement this project.
- 2) Please provide a complete list of clients from 2001 to present with the following information:
- a) Client's name, address, and telephone number.
 - b) Indicate the approximate size of each account in terms of annual billings.
 - c) Indicate the status of each account as open or closed. State the starting date for all accounts and the ending date for closed accounts.
 - d) For closed accounts, indicate the reason for discontinuation.
 - e) Indicate accounts that resulted in placement of California media (paid or free) and whether a media buying service was utilized.
 - f) Highlight any accounts that have a clear and specific older woman or ethnic-targeted component.
 - g) Describe any experience managing and coordinating a team of specialized subcontractors and/or consultants.
 - h) Describe any experience with government or nonprofit private sector clients (e.g., American Cancer Society, American Red Cross).
 - i) Identify pro bono efforts.
 - j) Describe projects that utilized alternative marketing approaches (e.g., direct mail, promotions, coupons, etc.)
 - k) Indicate whether any accounts included corporate sponsorship, co-op, or leveraged activities, describing the value added.
 - l) Describe projects that were social marketing, public policy, or issue campaigns.

CDS may, at its sole discretion, contact previous clients of the proposer, in addition to the references provided. If CDS exercises the option to contact one or more clients in addition to those references furnished by the proposer, an equal number of clients will be contacted and identical questions will be asked of all agencies involved in the review process.

- 3) Briefly, describe the accounts or work projects begun and/or completed in the past three years that involved services similar in nature or closely related to the Scope of Work in this RFP. For each account or project listed, include the following information:
- a) Name of agency or firm for whom services were performed.
 - b) Duration or length of the project.
 - c) Total cost or value of the project.
 - d) Indicate if the account or project is "active/open" or "closed/settled."
 - e) Describe briefly the type and nature of the services you performed.

- 4) **Evaluation of Marketing Efforts:** On no more than one (1) page, respond to the following request: Describe experience and methodologies your agency (or your

subcontractor or consultant) has used to evaluate the effectiveness of advertising/marketing campaigns overall and individual strategies or creative. Did in-house staff, a consultant, or subcontractor perform this function?

- 5) **Media Placement:** On no more than two (2) pages, describe your agency's (or your subcontractor's or consultant's) experience in media placement by addressing the following questions:
- a) What were the total media dollars placed in California during the 12-month period ending December 31, 2003, for each of the following in the general and ethnic markets: spot TV, spot radio, regional/local magazines, newspaper, and other media?
 - b) Will any business entity other than the proposer be responsible for media purchases for this contract (if so, please identify)? For what media purchases would it be responsible?
 - c) What is your agency's history in obtaining PSA placements and bonus weight?
 - d) What is your agency's experience in ethnic market placement? If your agency does not have experience, or that experience is limited, identify the steps your agency would take to ensure that appropriate ethnic markets are included in the campaign.
- 6) **References:** Identify three client references that your firm has serviced in the past five years that can confirm their satisfaction with your services and confirm if your firm provided timely and effective services or deliverables. Use the Proposer References (**Attachment 4**) for this purpose. **Place the completed Proposer References form in the Forms section of your proposal.**

CDS may, at its sole discretion, contact previous clients of the proposer, in addition to the references provided. If CDS exercises the option to contact one or more clients in addition to those references furnished by the proposer, an equal number of clients will be contacted and identical questions will be asked of all agencies involved in the review process.

e. Creative and Campaign Capability section

- 1) **Creative Demonstration:** This portion of the submission will give the agency a chance to highlight a variety of its accomplishments. Through visual materials and written descriptions, the agency shall provide CDS with a flavor of the agency's strategic and creative capabilities.

For each sample, please note the marketing objective, target market, strategy, and team that developed the samples. For advertising samples, submit three (3) copies of each example (VHS, audiocassette, etc.) to CDS to retain. For the unique marketing and public relations/promotional samples, include them as part of your proposal. Please note which proposed staff were involved in creating the samples. Examples shall be work that was completed after January 1, 2001. Include the following:

- a) Advertising Samples. Submit five (5) different advertising samples. If submitting TV ads, put on a single half-inch VHS cassette. If submitting radio ads, please put on an audiocassette or, if also sending TV spots, put radio spots on VHS cassette with TV ads.
- b) Unique Marketing Samples. Submit three (3) additional items that illustrate the proposer's unique marketing approaches.

- c) Public Relations/Promotional Samples. Submit five (5) samples comprising any of the following types of public relations materials: Video News Releases (VNR), Radio News Release (RNR), speakers bureau materials, press kits, press releases, brochures, annual reports, opinion editorials, special research materials/reports, promotional items/materials, or any other press or public relations materials.
- 2) **Case History Demonstration:** The agency is to select one particular campaign it designed and implemented and provide a written description of that campaign from beginning to end. Submit three (3) copies of any creative execution (e.g., TV ad, direct mail piece, etc.) and collateral materials that were part of the campaign for CDS to retain. Limit the description to no more than four (4) pages. Please note which proposed staff were involved in creating the samples. The description should include:
 - a) Key facts from background market research and analysis
 - b) Other considerations, e.g., budget, competition, organizational, and environmental constraints
 - c) Identification of target markets
 - d) Marketing objective
 - e) Creative strategy/positioning
 - f) Campaign execution--specify advertising and marketing materials developed for campaign
 - g) Role of subcontractors or consultants, if any, in completing the campaign
 - h) How the campaign was evaluated and the results or success indicators
- f. Work Plan section

1) Overview

- a) DHS is interested in proposals that provide well-organized, comprehensive and technically sound business solutions. Vague explanations will undermine your firm's credibility and will result in reduced proposal scores.
- b) The Work Plan must include an in-depth discussion and description of the methods, approaches and step-by-step actions that will be carried out to fulfill all Scope of Work requirements.

If the nature of a task or function hinders specific delineation of in-depth methods and procedures (e.g., a task is dependent upon a future action or multiple approaches may be used), explain the probable methods, approaches or procedures that you will use to accomplish the task or function. Also, describe, in this instance, how you will propose the ultimate strategies and detailed plans to DHS for full consideration and approval before you proceed to carry out the project.

- c) If, for any reason, the Work Plan does not wholly address each Scope of Work (SOW) requirement, fully explain each omission.

2) Rejection of tasks, activities or functions

- a) If full funding does not become available, is reduced, or DHS determines that it does not need all of the services described in this RFP, DHS reserves the right to offer an amended contract for reduced services.
- b) If the Work Plan contains proposed methods or approaches, functions, tasks, or activities known by DHS to be ineffective or determined to be unacceptable, DHS

reserves the right to require the substitution of comparable items that can be performed at the same or similar cost.

3) Work Plan Assignments

Using a narrative format, develop two (2) written work plan assignments.

Assignment #1: Motivate Women to Receive Breast Cancer Screening

Develop a written plan for a marketing campaign to educate low-income, older women about the need for yearly breast cancer screening and the benefits of early detection. Your plan must include: an outline of the agency's marketing approach; strategies on how to target this audience, including English-speaking and those who use the additional languages served by the CDS toll-free "800" number; effective messages to impact the recipients; and the rationale for the agency's campaign direction. Your plan must include promotion of the CDS toll-free "800" number. Your plan should be based upon a budget of \$1,800,000 for three years and the CDS campaign SOW, as described in the RFP.

Assignment #2: Motivate Women to Receive Cervical Cancer Screening

Develop a written plan for expanding Assignment #1 to also educate older women statewide about the need to receive cervical cancer screening. Your plan should be based on the possibility that \$400,000 will be available for cervical cancer screening awareness.

Take-Over Plan

Describe an initial overall plan and/or approach for coordinating the take-over of existing activities from the current contractor. Address any foreseeable transition complications and potential methods for dealing with or resolving transition complications to minimize the disruption of existing services. Proposers must submit a finalized take-over plan to the State for approval within 30 days after the contract start date.

g. Management Plan section

- 1) Describe how you will effectively coordinate, manage and monitor the efforts of the assigned staff, including subcontractors and/or consultants, if any, to ensure that all tasks, activities and functions are completed effectively and in a timely manner.
- 2) Describe the fiscal accounting processes and budgetary controls you will use to ensure the responsible use and management of contract funds and accurate invoicing. Include at a minimum, a brief description of all of the following:
 - a) How the costs incurred under this project will be appropriately accounted for and only applicable project expenses will be billed to DHS (e.g., use of unique account/project codes, etc.).
 - b) Your fiscal reporting and monitoring capabilities (e.g., spread sheets, automated fiscal reports, quality controls, checks and balances, etc.) to ensure contract funds are managed responsibly.
 - c) Proposed billing or invoicing frequency (not more frequently than once per month). Electronic billing is not possible.
 - d) Identify the documentation that you will maintain on file or submit to DHS upon request to prove, support and/or substantiate the expenses that are invoiced to DHS.

- 3) Include an organization chart. Instructions are explained in the Appendix section. **Place the organization chart in the Appendix section of your proposal.**
- 4) Include financial statements. Instructions are explained in the Appendix section. **Place the financial statement in the Appendix section of your proposal.**

h. Project Personnel section

- 1) The proposer shall provide resumes of technical and professional staff who will be assigned to the CDS account; no more than two (2) pages per employee. Include staff or proposed consultants who would be responsible for Screen Actor's Guild and American Federation of TV and Radio Artists negotiations. Each resume shall include the following:
 - a) Name, current job title, job function, and current office address.
 - b) Proposed job title and job function or responsibility.
 - c) Note staff vs. consultant employment for each position held.
 - d) Description of experience in marketing (advertising, public relations, or other) and/or related field, including number of years.
 - e) Current accounts assigned, length of time assigned, and a description of duties (include level of responsibility).
 - f) Previously assigned accounts and duties, including accounts with previous employers within the past five years (include level of responsibility), highlighting experience involving low-income, older women, or ethnically diverse projects.
 - g) Education and training.
 - h) Specify any work experience involving breast and/or cervical cancer awareness.

Place staff resumes in the Appendix section. To the extent possible, resumes should not include personal information such as a social security number, home address, home telephone number, marital status, sex, birth date, age, etc.

- 2) Please include only if applicable. For major proposed subcontractor(s) only (i.e., subcontractors responsible for carrying out major portions of the Scope of Work on an ongoing basis and exceeding \$50,000), on no more than three (3) pages, please include the following:
 - a) Written statement of subcontractor capability, including any special expertise that the subcontractor would provide to the proposer and the **Cancer Detection Programs: Every Woman Counts** marketing campaign. This may include information on major accounts, creative samples, and media placement.
 - b) Define the areas of the Scope of Work for which the subcontractor will be responsible. Provide a description of the staffing qualifications and background assigned to this campaign.
 - c) Letter of agreement to work on the project, if awarded.
 - d) Provide a description of the staffing qualifications and background of those assigned to this campaign.

- 3) For subcontractors and/or independent consultants that are not considered major subcontractors, please identify:
 - a) The functions, activities, and responsibilities you intend to assign to non-major subcontractors and/or independent consultants (e.g. Subcontracts of less than \$50,000).
 - b) A description of the process that you will use to obtain DHS approval of each subcontractor and/or independent consultant selection along with approval of their budgeted costs and assigned responsibilities.
- 4) If subcontractors (including independent consultants) will be used to perform contract services, proposers must do the following at the time of proposal submission:
 - i. For each pre-identified subcontractor and independent consultant include:
 - A. Full legal name.
 - B. A resume for each pre-identified subcontractor and independent consultant. **Place all subcontractor and/or consultant resumes in the Appendix section.** To the extent possible, resumes should not include personal information such as a social security number, home address, home telephone number, marital status, sex, birth date, age, etc.
 - C. A letter of agreement, signed by an official representative of each subcontracted firm or independent consultant. **Place all subcontractor and/or consultant letters of agreement in the Appendix section.**

Specific subcontractor and/or independent consultant relationships proposed in response to this RFP (i.e., identification of pre-identified subcontractors and independent consultants) shall not be changed during the procurement process or prior to contract execution. The pre-identification of a subcontractor or independent consultant does not affect DHS' right to approve personnel or staffing selections or changes made after the contract award.
 - ii. For subcontractors and/or independent consultants that cannot be identified when the proposal is submitted to DHS or are to be determined (TBD) after the contract is executed, include:
 - A. An identification of the functions, activities and responsibilities that you intend to assign to each subcontractor and/or independent consultant.
 - B. A description of the process that you will use to obtain DHS approval of each subcontractor and/or independent consultant selection along with approval of their budgeted costs and assigned responsibilities.

i. Cost section

1) Basic content

The Cost section will consist of the following documents:

- a) Cost Proposal form (**Attachment 9**).

- b) Budget Detail Work Sheet(s) (**Attachment 10, 11 and 12**) for each fiscal year or budget period.
- c) Required cost justification and documentation described later in this section.

2) General instructions

- a) All cost forms (Cost Proposal form and Budget Detail Work Sheets) must be typewritten or completed in ink. Errors, if any, should be crossed out and corrections should be printed in ink or typewritten adjacent to the error. The person who signs the Cost Proposal should initial all corrections preferably in blue ink.
- b) On the Cost Proposal form, indicate the annual cost for each budget period and include a total cost.
- c) When completing the cost forms, include all estimated costs to perform the services for the entire term, including applicable annual rate adjustments attributable to merit increases, profit margins, and inflation or cost of living adjustments.
- d) On the Budget Summary forms, indicate the annual cost for each budget period indicated for each line. The total combined budget of the Budget Summary forms must total the same as the corresponding major line items in the Cost Proposal.

3) Required Budget Detail Work Sheets

- a) Include with the Cost Proposal form (**Attachment 9**), a Budget Detail Work Sheet for each state fiscal year or budget period (**Attachment 10, 11, and 12**).
- b) On each Budget Detail Work Sheet, provide specific cost breakdowns for the budget line items identified in this section.
- c) All unit rates/costs, if any (i.e., salary rates/ranges, hourly rates, etc.), must be multiplied out and totaled for each budget period.
- d) Please report costs using whole dollars only. Round fractional dollar amounts or cents to the nearest whole dollar amount.
- e) DHS will not reimburse equipment purchases under the resulting contract.
- f) When completing the Cost Proposal and Budget Detail Work Sheet(s), you may create like images or computerized reproductions of the cost forms and Budget Detail Work Sheets included in this RFP. Use as many pages as are necessary to display your detailed budgeted costs. The Cost Proposal and Budget Detail Work Sheet attachments included in this RFP are not intended to dictate the specific costs you are to report, but are intended to show you the required format for reporting your proposed budget detail.
- g) CDS is seeking the most cost-effective use of funds allocated to this project to achieve maximum effect. The Cost Proposal must support an optimum marketing campaign at an optimum price. It is critical that proposers provide a detailed budgetary breakdown showing how the Cost Proposal amounts were arrived at for each of the cost categories shown in the sample (**Attachment 9**) with adequate justifications. The intent is that the proposer demonstrates that the price is appropriate and realistic for the proposed SOW.

- h) It is CDS' intent to have the bulk of any advertising agency compensation calculated on the basis of the net cost plus mark-up percentage rather than fees. Therefore, **for both media placement and major production you must indicate a mark-up percentage.** You must quote this rate as a mark-up percentage that will be applied directly to net cost, rather than a commission. (For example, 17.65 percent is the mark-up rate equivalent of a 15 percent commission.) For more specialized services, either a flat fee or a mark-up is acceptable. If quoting a fee, be clear about exactly what services it includes.

4) Required cost justification/documentation

In the Cost section of your proposal, you are to include narrative information explaining the reasonableness and/or necessity of the proposed budgeted costs appearing on the Cost Proposal for at least every major budget item (e.g., identified by roman numeral).

Also include the following:

- a) Discuss how the number of project-funded staff, their proposed duties, and time commitments are sufficient and appropriate to achieve the proposed services and activities.
- b) Include wage and/or salary justifications, including but not limited to:
 - i. How salary rates or ranges were determined.
 - ii. Explain any cost of living, merit, or other salary adjustments that are included in the personnel line item. Explain how the amount of each adjustment was determined and explain the frequency or interval at which the adjustment is to be granted. **This only applies if you included merit increases, cost of living, or other salary adjustments in the personnel expense line item.**
- c) Subcontractor/independent consultant use and fees/rates and costs. **This requirement only applies if subcontractor (including independent consultant) costs are budgeted.**
 - i. Discuss the necessity of using each subcontractor and/or independent consultant. Explain what contributions their services and expertise will add to this project.
 - ii. Provide a justification for the fees/wages budgeted for **known/pre-identified** subcontractors (including independent consultants). Include information, such as, but not limited to, the subcontractor's or consultant's current pay rate, past wage/salary/fee history and standard industry rates paid for comparable/similar services. If applicable, explain other factors you used to determine the proposed pay levels, such as notoriety in a specific field, possession of expert credentials, etc. that explain the reasonableness of the proposed costs/fees or wage rates.
 - iii. For **unknown/unidentified** subcontractors (including consultants), explain how you determined the amount to budget for each proposed subcontracted activity or function.
 - iv. If applicable, enter \$0 if no subcontract expenses will be incurred.

- d) Indicate anticipated project related travel expenses on the appropriate line item(s). Include costs for expenses such as airfare, mileage reimbursement, parking, toll bridge fees, taxicab fares, car rental, overnight lodging and meal expenses, etc.
 - e) Operating expenses. Identify all direct project costs under the "Contract Management or Stewardship" line item. Direct project costs may include but are not limited to, facility rental (i.e., storage facilities), consumable office supplies, telecommunications (i.e., telephone or cellular phones, fax, Internet service provider fees, etc.), reproduction/printing/duplication, postage or messenger/delivery service costs, etc.
 - f) Itemize all other direct project expenses that do not clearly fit into the other budget line items under the "Other Costs" line item. Such costs may include, but are not limited to training/conference registration fees, publication production costs, costs for educational material development or other items unique to performance. If applicable, enter \$0.
 - g) Include, at your option, any other information that will assist DHS to understand how you determined your costs and why you believe your costs are reasonable, justified, and/or competitive. Unless discussed elsewhere within this section, explain any unusually high cost elements appearing in any budget line item.
- j. Appendix section

Place the following documentation in the Appendix section of your proposal in the order shown below.

1) Proof of Corporate status

If the Proposer is a Corporation, submit a copy of your firm's most current Certificate of Status issued by State of California, Office of the Secretary of State, or submit a downloaded copy of your firm's status information from the California Business Portal web site of the California Office of the Secretary of State. Submit an explanation if you cannot submit this documentation. Unless otherwise specified, do not submit copies of your firm's Bylaws or Articles of Incorporation.

2) Proof of Nonprofit status

Nonprofit organizations must prove they are legally eligible to claim "nonprofit" and/or tax-exempt status by submitting a copy of an IRS determination letter indicating nonprofit or 501 (3) (c) tax-exempt status. Submit an explanation if you cannot supply this documentation.

3) An organization chart

The proposer shall provide an organizational chart of its company indicating the organizational location and anticipated oversight responsibilities of management and staff assigned to the CDS account. Note any vacant staff positions that will be created to handle workload of the contract. Also note any key professional or technical staff whose primary physical location will be anywhere other than the California-based office that will service this account.

The organizational chart must show the lines of authority and reporting relationships within your organization including the relationship between management and subcontractors and/or independent consultants, if any.

4) Financial statements

Submit copies of financial statements for the past two years or most recent twenty four (24) month period.

- a) Annual income statement(s), and
- b) Quarterly **or** annual balance sheets

Audited statements are preferred, but not required. If you supply audited financial statements, all noted audit exceptions must be explained. DHS will accept financial statements prepared by your financial accounting department, accounting firm or an auditing firm. A statement signed by your Chief Financial Officer certifying that the financial statements are accurate and complete must accompany all financial statements.

5) Staff resumes

Resume specifications appear in the Project Personnel section. To the extent possible, resumes should not include personal information such as a social security number, home address, home telephone number, marital status, sex, birth date, age, etc.

6) Subcontractor/Consultant resumes

Submit a resume for each pre-identified subcontractor or independent consultant, if any, as discussed in the Project Personnel section. To the extent possible, resumes should not include personal information such as a social security number, home address, home telephone number, marital status, sex, birth date, age, etc.

7) Subcontractor/Consultant letters of agreement

For each pre-identified subcontractor and independent consultant that will be used to perform services under the resulting contract, submit a letter of agreement to work on this project.

A letter of agreement must be signed by an official representative of each subcontracted firm or independent consultant, indicating his or her acknowledgement of being named as a subcontractor or consultant, their availability to work on this project and acknowledgement that they have read or been made aware of the proposed contract terms, conditions and exhibits. Include an explanation if you cannot obtain a letter of agreement from each pre-identified subcontractor and consultant and indicate when a letter of agreement will be forthcoming.

8) Conflict of Interest Compliance Certificate

- a) Any firm that intends to submit a proposal is required to submit **Attachment 14** certifying that the proposing firm:
 - i) Is not currently involved with or connected to the tobacco or alcohol industry in either a contracting or decision making capacity and/or engaging in the exchange of information. In the event that a proposer has a relationship with the tobacco or alcohol industry, the proposer must provide a written statement to DHS that describes the relationship it has with the industry in question and its plan for protecting DHS from any appearance of conflict or negative impact on DHS' image or reputation, and

- ii) Understands that the conflict of interest requirements shall remain in effect for the entire term of the resulting agreement.
 - b) If a conflict of interest is determined to exist that cannot be resolved to the satisfaction of DHS, before the award of the contract, the conflict will be grounds for deeming a proposal nonresponsive.
 - c) Proposers must assess their own situation according to the Conflict of Interest Compliance Certification information in **Attachment 14**. Complete, sign and attach any required documentation according to the instructions on the attachment. **Place Attachment 14 and any accompanying documentation in the Appendix Section of your proposal.**
- k. Forms section

Complete, sign and include the forms/attachments listed below. When completing the attachments, follow the instructions in this section and any instructions appearing on the attachment. After completing and signing the applicable attachments, assemble them in the order shown below.

Attachment and/or Documentation	Instructions
2 - Required Attachment / Certification Checklist	<p>1) Check each item with "Yes" or "N/A", as applicable, and sign the form. If necessary, explain your responses.</p> <p>2) If a proposer marks "Yes" or "N/A" and makes any notation on the checklist and/or attaches an explanation to the checklist to clarify their choice, DHS considers this a "qualified response." Any "qualified response", determined by DHS to be unsatisfactory or insufficient to meet a requirement, may cause a proposal to be deemed nonresponsive.</p>
3 - Proposer Information Sheet	Completion of the form is self-explanatory.
4 - Proposer References	Identify three (3) clients you have serviced within the past five years that can confirm their satisfaction with your services and confirm if your firm provided timely and effective services or deliverables. If possible, identify clients whose needs were similar in scope and nature to the services sought in this RFP. List the most recent first.
5 - RFP Clause Certification	Complete and sign this form indicating your willingness and ability to comply with the contract certification clauses appearing in the RFP section entitled, "Bid Requirements and Information," subsection "Bidding Certification Causes."
6 - CCC 304 - Certification	Complete and sign this form indicating your willingness and ability to comply with the Contractor Certification Clauses appearing in this Attachment.

Attachment and/or Documentation	Instructions
7 - Payee Data Record	Complete and return this form, <u>only</u> if you have not previously entered a contract with DHS. If uncertain, complete and return the form.

K. Proposal Submission

1. General Instructions

- a. Assemble an original and twelve (12) copies of your proposal together. Place the proposal set marked "Original" on top, followed by the twelve (12) extra copies.
- b. Place all proposal copies in a single envelope or package, if possible. Seal the envelope or package.

If you submit more than one envelope or package, carefully label each one as instructed below and mark on the outside of each envelope or package "1 of X", "2 of X", etc.

- c. Mail or arrange for hand delivery of your proposal to the Department of Health Services, Contract Management Unit (CMU). Proposals may not be transmitted electronically by fax or email.
- d. The Contract Management Unit must receive your proposal, regardless of postmark or method of delivery, by **4:00 p.m. on May 3, 2004**. Late proposals will not be reviewed or scored.
- e. Label and submit your proposal using one of the following methods.

Hand Delivery or Overnight Express:	U.S. Mail:
Proposal RFP 03-75880 Department of Health Services Contract Management Unit 1501 Capitol Avenue, Suite 71.2101, MS 1403 Sacramento, CA 95814	Proposal RFP 03-75880 Department of Health Services Contract Management Unit P.O. Box 997413 Sacramento, CA 95899-7413

- f. **Proposer warning**

DHS' internal processing of U.S. mail may add 48 hours or more to the delivery time. If you mail your proposal, consider using certified or registered mail and request a receipt upon delivery. If you choose hand delivery, allow sufficient time to locate on street metered parking and to sign-in at the security desk.

2. Proof of timely receipt

- a. DHS staff will log and attach a date/time stamped slip or bid receipt to each proposal package/envelope received. If a proposal envelope or package is hand delivered, DHS staff will give a bid receipt to the hand carrier upon request.
- b. To be timely, DHS' Contract Management Unit must receive each proposal at the stated delivery address no later than 4:00 p.m. on the proposal submission due date. Neither

delivery to the department's mailroom or a U.S. postmark will serve as proof of timely delivery.

- c. DHS will deem late proposals nonresponsive.

3. Proposer costs

Proposers are responsible for all costs of developing and submitting a proposal. Such costs cannot be charged to DHS or included in any cost element of a Proposer's price offering.

L. Evaluation and Selection

A multiple stage evaluation process will be used review and/or score technical proposals. DHS will reject any proposal that is found to be nonresponsive at any stage of evaluation.

1. Stage 1 – Required Attachment / Certification Checklist review

- a. Shortly after the proposal submission deadline, DHS staff will convene to review each proposal for timeliness, completeness and initial responsiveness to the RFP requirements. This is a pass/fail evaluation.
- b. In this review stage, DHS will compare the contents of each proposal to the claims made by the Proposer on the Required Attachment / Certification Checklist to determine if the Proposer's claims are accurate.
- c. If deemed necessary, DHS may collect additional documentation (i.e., missing forms, missing data from RFP attachments, missing signatures, etc.) from a Proposer to confirm the claims made on the Required Attachment / Certification Checklist and to ensure that the proposal is initially responsive to the RFP requirements.
- d. If a Proposer's claims on the Required Attachment / Certification Checklist cannot be proven or substantiated, the proposal will be deemed nonresponsive and rejected from further consideration.

2. Stage 2 – Narrative proposal evaluation/scoring

- a. Proposals that appear to meet the basic format requirements, initial qualification requirements and contain the required documentation, as evidenced by passing the Stage 1 review, will be submitted to a rating committee.

The raters will individually and/or as a team review, evaluate and numerically score proposals based on the proposal's adequacy, thoroughness, and the degree to which it complies with the RFP requirements.

- b. DHS will use the following scoring system to assign points. Following this chart is a list of the considerations that raters may take into account when assigning individual points to a technical proposal.

Points	Interpretation	General basis for point assignment
0	Inadequate	Proposal response (i.e., content and/or explanation offered) is inadequate or does not meet DHS' needs/requirements or expectations. The omission(s), flaw(s), or defect(s) are significant and unacceptable.

Points	Interpretation	General basis for point assignment
1	Barely Adequate	Proposal response (i.e., content and/or explanation offered) is barely adequate or barely meets DHS' needs/requirements or expectations. The omission(s), flaw(s), or defect(s), are inconsequential and acceptable.
2	Fully Adequate	Proposal response (i.e., content and/or explanation offered) is fully adequate or fully meets DHS' needs/requirements or expectations. The omission(s), flaw(s), or defect(s), if any, are inconsequential and acceptable.
3	Excellent or Outstanding	Proposal response (i.e., content and/or explanation offered) is above average or exceeds DHS' needs/requirements or expectations. Minimal weaknesses are acceptable. Proposer offers one or more enhancing feature, method or approach that will enable performance to exceed our basic expectations.

c. In assigning points for individual rating factors, raters may consider issues including, but not limited to, the extent to which a proposal response:

- 1) Is lacking information, lacking depth or breadth or lacking significant facts and/or details, and/or
- 2) Is fully developed, comprehensive and has few if any weaknesses, defects or deficiencies, and/or
- 3) Demonstrates that the Proposer understands DHS' needs, the services sought, and/or the contractor's responsibilities, and/or
- 4) Illustrates the Proposer's capability to perform all services and meet all scope of work requirements, and/or
- 5) If implemented, will contribute to the achievement of DHS' goals and objectives, and/or
- 6) Demonstrates the Proposer's capacity, capability and/or commitment to exceed regular service needs (i.e., enhanced features, approaches, or methods; creative or innovative business solutions).

d. Below are the point values and weight values for each rating category that will be scored.

- 1) Proposals, excluding the Cost section, will be scored on a scale of 0 to 150 points, as follows:

<u>Rating Category</u>	<u>Points</u>	<u>X</u>	<u>Weight</u>	<u>=</u>	<u>Total</u>
Executive Summary	12	X	0.5	=	6
Agency Capability	18	X	1.5	=	27
Creative & Campaign Capability	15	X	2.0	=	30
Work Plan	24	X	2.0	=	48
Management Plan	15	X	1.0	=	15
Project Personnel	12	X	2.0	=	24
Grand Total				=	150

- 2) DHS will consider a proposal technically deficient and nonresponsive if the proposal earns a score that is less than **110** points. Nonresponsive proposals will not advance to Stage 3.

3. Stage 3 – Scoring the Cost section

- a. Proposers that earned a passing score in Stage 2 will have the Cost section of their proposal scored and/or evaluated according to the multi-phase cost scoring process described herein.
- b. The rating team will evaluate the merits and effectiveness of the Cost section of each proposal and assign cost points as described below. A total of 27 points can be earned in the cost evaluation phase.

Cost Section Rating Factors	Points Possible	Points Earned
Upon reviewing the Budget Detail Work Sheets, has the Proposer made a good use of the contract funds?	3	
Upon reviewing the Budget Detail Work Sheets, did the Proposer allocate sufficient funds to each of the budgeted line items?	3	
Upon reviewing the Budget Detail Work Sheets, did the Proposer allocate sufficient funds to support the major program objectives or elements?	3	
Upon reviewing the Budget Detail Work Sheets, are the amounts allocated to the individual line items reasonable with none of the line item totals appearing to be excessive?	3	
Do the budget justifications and explanation supplied by the Proposer show that the costs are reasonable and/or appropriate?	3	
Upon reviewing the proposed salary/wage rates for in-house and subcontracted personnel, do the rates appear to be reasonable based upon the assigned level of responsibility and/or the person's salary history?	3	
Upon reviewing the Budget Detail Work Sheets, did the Proposer allocate sufficient funds to support the major program objectives or elements?	3	
Is there an appropriate fiscal balance between the costs allocated for in-house staff versus subcontracted personnel? 2 points will be earned if in-house personnel costs exceed subcontracted costs by 50% or more. 3 points will be earned if subcontracted costs are 25% or less of the total personnel line item.	3	
Does it appear that the proposer's Total Operating costs are reasonable and have been kept to a minimum?	3	
Cost Evaluation Score		Points earned = _____

- c. Following the cost evaluation phase, each proposer's cost shall be converted to a point score using the pre-defined formula shown below and the sum of both cost evaluation phases shall be tallied to arrive at a total cost score.

- 1) The proposal offering the lowest total cost earns 93 Cost points plus the points earned for the cost evaluation score. The remaining proposals earn cost points through the cost conversion formula shown below. Final calculations shall result in numbers rounded to two decimal places.

a) $\frac{\text{Lowest Cost}}{\text{Another Cost}} = \text{Result 1}$

b) $\text{Result 1} \times (\text{multiplied by}) 93 (\text{cost points}) = \text{Result 2}$

c) $\text{Result 2} + (\text{added}) \text{ to } 27 (\text{cost evaluation score}) = \text{Cost Section Score}$

- d) **Example for illustration purposes only:**

Lowest price earns 93 points (cost points) + 27 (cost evaluation score).

Other proposers earn cost scores as follows:

(Low cost) \$100,000 ÷ (another proposal cost) \$127,000 = .7874 (Result 1)

(Result 1) .7874 X 93 points (cost points) = 73.23 (Result 2)

(Result 2) 73.23 + [enter your cost evaluation points e.g., 27] (cost evaluation score) + [enter your oral interview score e.g., 30] 30 (oral interview score) = Cost Section Score 130.23

4. Stage 4 – Combining Narrative Proposal Score and Cost Section Score

DHS will combine the narrative proposal score to the final Cost section score and will tentatively identify the firm with the highest combined proposal score from each of the earlier evaluation stage(s).

5. Stage 5 – Adjustments to Score Calculations for Bidding Preferences

- a. DHS will determine which firms, if any, are eligible to receive a small business bidding preference.
- b. To confirm the identity of the highest scored responsible Proposer, DHS will adjust the total proposal costs for applicable claimed small business preference and will readjust the Cost score of those Proposers eligible for this bidding preference. DHS will apply preference adjustments to eligible Proposers according to State regulations following verification of eligibility with the appropriate office of the Department of General Services. More information about the small business bidding preference appears in the RFP section entitled, "Preference Programs."

6. Stage 6 – Oral Interview

DHS may choose to conduct oral interviews with up to the top three (3) highest scoring Proposers. DHS may, at its discretion, choose not to conduct oral interviews. The purpose of the oral interview is to assess and/or confirm:

- a. The Proposer's understanding of DHS' needs and the overall importance of the project.
- b. The Proposer's commitment to provide quality services in a timely manner.
- c. The capabilities and strengths of the Proposer's management team.
- d. The soundness and strengths of the Proposer's approach to the campaign; proposed marketing campaign objectives, strategies and rationale; mix of advertising, public relations,

and other methods proposed; involvement of Regional Cancer Detection Partnership contractors; and how success of the campaign will be determined.

e. The capabilities and strengths of the Proposer's management team.

f. Sample Questions:

Following are examples of the types of questions that may be asked at the oral presentation.

- 1) It is possible that outside advisory groups or stakeholders will be interested in the development and implementation of the campaign components. What steps will you take to ensure that communication and interaction with these groups is positive and their concerns are fully addressed? Please address any special challenges.
- 2) How will your firm ensure cultural competency/sensitivity and appropriate translations of materials? Given the emphasis on marketing to older women who are at risk for late-stage breast cancer (i.e., African-American, Asian and Pacific Islander, and Latina), how will you reach the increasing diverse general and ethnic markets?
- 3) Describe your plans to provide specially targeted outreach to older women of diverse cultures and ethnicities. What factors will be considered by your team in making recommendations for media purchases? How will various media and other methods be incorporated to best reach each campaign component within the specific scope of work and budget allocated?
- 4) It is expected that the campaigns will be under close public scrutiny. How will you respond to this constant public scrutiny?
- 5) What challenges do you foresee in successfully delivering key campaign messages to the intended target audience, while balancing the needs of advocacy groups, community-based programs, and other interested citizens with the need to successfully capture the attention of the target audience? Specifically, please address fiscal issues, message positioning, and political sensitivities.
- 6) Why should the state award this contract to your firm? How does your proposal provide the "best value" to the state for the dollars invested in these campaigns?

If oral interviews are held, DHS will evaluate the results of each oral presentation on a competitive basis by comparing the oral presentation responses of one proposer to those of another proposer. Proposers may earn 30 points for the oral interview stage.

If DHS chooses to conduct oral interviews, the length of each interview should not exceed 2.5 hour(s). DHS anticipates that interviews will be held in Sacramento, June 1 – 2, 2004. In addition to the Proposer's official authorized representative(s), DHS may request the presence of primary and/or key project personnel to attend the interview. If applicable, DHS will mail or fax specific interview requirement information to each the affected Proposers.

7. Stage 7 – Final Score Calculation

a.	Narrative Proposal Score	X 70% =	Technical Score
b.	Cost Section Score	X 30% =	Cost Score
c.	Technical Score		
	+ Cost Score		
	= <u>Total Point Score</u>		

M. Narrative Proposal Rating Factors

Raters will use the following criteria to score the narrative portion of each proposal.

1. Executive Summary

Executive Summary Rating Factors [Not to exceed 3 pages]	Points Possible	Points Earned
To what extent does the proposer adequately understand the purpose of this RFP and the services being sought? Assign 1 point or 0 points if the Proposer restates or paraphrases information in the RFP.	3	
To what extent did the Proposer demonstrate the tangible results that it expects to achieve? Assign 1 point or 0 points if the Proposer restates or paraphrases information in the RFP.	3	
To what extent does the Proposer possess any special or unique characteristics that will enable it to carry out marketing activities and achieve the results sought by CDS?	3	
Does the agency's history and experience with marketing outreach appear to be appropriate for CDS?	3	
Executive Summary Score _____ Points earned X 0.5 = _____		

2. Agency Capability

Agency Capability Rating Factors	Points Possible	Points Earned
To what extent does the account history indicate that the agency is viable and likely to maintain financial stability?	3	
From the experience described in its proposal, to what extent does the Proposer's current projects support or complement the services being sought?	3	
Is the Proposer's experience in media planning and placement adequate to insure maximum visibility in the most effective manner possible for this campaign?	3	
From the experience described in its proposal, to what extent does the Proposer possess sufficient experience in evaluating the effectiveness of marketing campaigns?	3	
Based on a review of the Proposer's information about its prior accounts or work projects in the past 3 years, to what extent did the Proposer demonstrate that it has performed services that were similar in nature or closely related to the RFP Scope of Work?	3	
Do the services provided to the Proposer's clients listed as references appear similar in nature or complementary to services listed in the SOW? To what extent did the Proposer's prior clients, as a whole, confirm their satisfaction with the Proposer's past work and did those clients indicate that they would use the Proposer's services again?	3	
Agency Capability Score _____ Points earned X 1.5 = _____		

3. Creative and Campaign Capability

Creative and Campaign Capability Rating Factors	Points Possible	Points Earned
To what extent are the samples persuasive, clear, and innovative in capturing the attention of the public, target segments, or media?	3	
Do the samples demonstrate the proposer's experience in utilizing a variety of advertising, marketing, and public relations approaches or techniques?	3	
To what extent did the proposer analyze the product/issue and use the analysis to come up with an appropriate marketing objective and clear ideas, which resulted in creative that was true to the strategy?	3	
To what extent did the proposer evaluate and measure the results of the campaign submitted as the Case History Demonstration?	3	
To what extent did the campaign accomplish its objectives?	3	
Creative and Campaign Capability Score _____ Points earned X 2.0 = _____		

4. Work Plan

Work Plan Rating Factors	Points Possible	Points Earned
To what extent are the Proposer's overall approaches and/or methods seem to be comprehensive and/or technically sound?	3	
To what extent did the Proposer offer a rationale basis for choosing its particular approaches and methods (i.e., proven success or past effectiveness)?	3	
To what extent are the proposed procedures, methods and approaches appropriate and reasonable (i.e., if implemented are they likely to produce the desired results)?	3	
To what extent do the implementation activities adequately describe how the work plan will be achieved?	3	
To what extent are all required activities from this RFP included in the proposer's work plan assignment?	3	
Given the resources allocated, to what extent are the proposed work plan assignments feasible and achievable?	3	
How well will the strategies proposed effectively impact older women?	3	
To what extent can the Proposer implement a smooth transition of activities with little or no disruption to ongoing services?	3	
Work Plan Score _____ Points earned X 2.0 = _____		

5. Management Plan

Management Plan Rating Factors	Points Possible	Points Earned
To what extent has the Proposer demonstrated its capability to effectively coordinate, manage and monitor the efforts of assigned staff (including subcontractors and consultants) to ensure that work is effectively completed and timely?	3	
Upon reviewing the proposer's organization chart in the Appendix section, to what extent does the proposer's organizational structure appear to be sound with distinct lines of authority and reporting relationships between management and all staff, including subcontractors and independent consultants?	3	
Upon reviewing a description of its fiscal accounting processes and budgetary controls, to what extent does it appear that the proposer has appropriate fiscal reporting and fiscal monitoring capabilities to ensure contract funds are managed responsibly?	3	
Upon reviewing the proposer's description of its fiscal accounting processes and budgetary controls, to what extent do the fiscal processes and controls appear adequate to ensure the responsible use and management of contract funds and accurate invoicing?	3	
To what extent does the proposer exhibit financial capabilities to manage a contract of this amount based on the proposer's financial statements in the Appendix section?	3	
Management Plan Score _____ Points earned X 1.0 = _____		

6. Project Personnel

Project Personnel Rating Factors	Points Possible	Points Earned
Upon reviewing the proposer's staffing plan, to what extent has the proposer allocated sufficient staff to perform the full range of services?	3	
Upon reviewing the proposed job functions for the proposed personnel, to what extent has the proposer reasonably assigned the job responsibilities and tasks among the different personnel?	3	
Upon reviewing the proposed job functions for the proposed personnel (including subcontractors and independent consultants), to what extent does it appear that the proposer has reasonably divided the work between its in-house resources and proposed subcontractors (including independent consultants)? If no subcontracting or use of consultants is proposed, up to 3 points will be assigned based on the effectiveness of the Proposer's allocation of tasks to its in-house personnel.	3	
Upon reviewing the job functions and resumes of the proposed staff, to what extent do the proposed personnel appear to possess the qualifications and expertise needed for this project?	3	
Project Personnel Score _____ Points earned X 4.5 <u>2.0</u> = _____		

N. Bid Requirements and Information

1. Nonresponsive proposals

In addition to any condition previously indicated in this RFP, the following occurrences **may** cause DHS to deem a proposal nonresponsive.

- a. Failure of a Proposer to:
 - 1) Meet proposal format/content or submission requirements including, but not limited to, the sealing, labeling, packaging and/or timely and proper delivery of proposals.
 - 2) Pass the Required Attachment / Certification Checklist review (i.e., by not marking "Yes" to applicable items or by not appropriately justifying, to DHS' satisfaction, all "N/A" designations).
 - 3) Submit a **mandatory** Conflict of Interest Compliance Certificate in the manner required, if applicable.
- b. If a Proposer submits a proposal that is conditional, materially incomplete or contains material defects, alterations or irregularities of any kind.
- c. If a Proposer supplies false, inaccurate or misleading information or falsely certifies compliance on any RFP attachment.
- d. If DHS discovers, at any stage of the bid process or upon contract award, that the Proposer is unwilling or unable to comply with the contract terms, conditions and exhibits cited in this RFP or the resulting contract.
- e. If other irregularities occur in a proposal response that is not specifically addressed herein (i.e., the Proposer places any conditions on performance of the scope of work, submits a counter proposal, etc.)

2. Proposal modifications after submission

- a. All proposals are to be complete when submitted. However, an entire proposal may be withdrawn and the Proposer may resubmit a new proposal.
- b. To withdraw and/or resubmit a new proposal, follow the instructions appearing in the RFP section entitled, "Withdrawal and/or Resubmission of Proposals."

3. Withdrawal and/or Resubmission of Proposals

- a. Withdrawal deadlines

A proposer may withdraw a proposal at any time before the proposal submission deadline.

- b. Submitting a withdrawal request

- 1) Submit a written withdrawal request, signed by an authorized representative of the Proposer.
- 2) Label and submit the withdrawal request using one of the following methods.

U.S. Mail, Hand Delivery or Overnight Express:	Fax:
Withdrawal RFP 03-75880 Department of Health Services Contract Management Unit 1501 Capitol Avenue, Suite 71.2101, MS 1403 P.O. Box 997413 Sacramento, CA 95899-7413	Withdrawal RFP 03-75880 Department of Health Services Contract Management Unit Fax: (916) 650-0110

- 3) **For faxed withdrawal requests** proposers must call (916) 650-0100 to confirm receipt of a faxed withdrawal request. Follow-up the faxed request by mailing or delivering the signed original withdrawal request within 24 hours after submitting a faxed request.

An originally signed withdrawal request is generally required before DHS will return a proposal to a Proposer. DHS may grant an exception if the Proposer informs DHS that a new or replacement proposal will immediately follow the withdrawal.

- c. Resubmitting a proposal

After withdrawing a proposal, Proposers may resubmit a new proposal according to the proposal submission instructions. Replacement proposals must be received at the stated place of delivery by the proposal due date and time.

4. Contract award and appeals

- a. Contract award

- 1) Award of the contract, if awarded, will be to the responsive and responsible Proposer, who earns the highest total score. The highest scored proposal will be determined after DHS adjusts Proposer scores for applicable bidder preferences.

- 2) DHS shall award the contract only after DHS posts a Notice of Intent to Award for five (5) working days. DHS expects to post the Notice of Intent to Award before the close of business on June 9, 2004, at the following location:

Department of Health Services
Contract Management Unit
1501 Capitol Avenue, First Floor Guard Station
Sacramento, CA 95814

- 3) DHS will mail or fax a written notification and/or a copy of the Notice of Intent to Award to all firms that submitted a proposal.
- 4) DHS will confirm the contract award to the winning Proposer after the appeal deadline, if no appeals are filed or following DHS's resolution of all appeals. DHS staff may confirm an award verbally or in writing.

b. Settlement of ties

DHS will settle all tied total scores by making an award to the Proposer who earns the highest score on their narrative proposal (e.g., Technical Proposal). If narrative proposal (e.g., Technical Proposal) scores are also tied, DHS will settle the tie in a manner that DHS determines to be fair and equitable (e.g., coin toss, lot drawing, etc.). In no event will DHS settle a tie by dividing the work among the tied Proposers.

c. Appeals

1) Who can appeal

Any proposer who submits a proposal may file an appeal if the Proposer believes its proposal is responsive to all RFP requirements.

2) Grounds for appeal

Appeals are limited to the grounds that DHS failed to correctly apply the standards for reviewing proposals in accordance with this RFP.

There is no appeal process for late or substantially incomplete proposals.

3) Appeal time lines

- a. Eligible Proposers may file a first and quite brief "Notice of Intent to Appeal" within five working days after DHS posts the Notice of Intent to Award.
- b. Within five calendar days after filing a "Notice of Intent to Appeal", the appellant must file a full and complete written appeal identifying the specific grounds for the appeal. The written appeal must contain, in detail, the issue(s) in dispute, and the law, rule, regulation, or practice that the appellant believes DHS has improperly applied in making its award decision.

4) Submitting an appeal

Written letters appealing DHS' final award decision must be received no later than **5:00 p.m. on June 16, 2004.**

Hand deliver, mail, or fax your appeal to the address below. Label, address, and submit a letter of appeal using one of the following methods.

U.S. Mail, Hand Delivery or Overnight Express:	Fax:
Appeal to DHS RFP 03-75880 Dept. of Health Services Contract Management Unit 1501 Capitol Avenue, Suite 71.2101, MS 1403 P.O. Box 997413 Sacramento, CA 95899-7413	Appeal to DHS RFP 03-75880 Dept. of Health Services Contract Management Unit Fax: (916) 650-0110

For faxed appeals

Call the telephone number below to confirm your fax transmission:

Department of Health Services (916) 650-0100

5. Resolution of Appeals

At his sole discretion, the Chief of the Division of Chronic Disease and Injury Control or his designee may hold an appeal hearing with each appellant and then come to a decision. The decision will be based either on the combination of the written appeal letter and the evidence presented at the hearing, or based on the written appeal letter if no hearing is conducted. The decision of the Chief of the Division of Chronic Disease and Injury Control or his designee shall be final. There will be no further administrative appeal. Appellants will be notified of decisions regarding their appeal in writing within seven (7) working days of their hearing date or the consideration of the written appeal letter, if no hearing is conducted.

6. Disposition of proposals

- a. All materials submitted in response to this RFP will become the property of the Department of Health Services and, as such, are subject to the Public Records Act (GC Section 6250, et seq.). DHS will disregard any language purporting to render all or portions of any proposal confidential.
- b. Proposals are public records upon the posting of a Notice of Intent to Award. However, the contents of all proposals, draft RFPs, correspondence, agenda, memoranda, working papers, or any other medium which discloses any aspect of a proposer's proposal shall be held in the strictest confidence until the award is made. DHS shall hold the content of all working papers and discussions relating to a proposal confidential indefinitely, unless the public's interest is best served by disclosure because of its pertinence to a decision, agreement, or the evaluation of a proposal. A proposer's disclosure of this subject is a basis for rejecting a proposal and ruling the Proposer ineligible to participate further in the bidding process.
- c. DHS may return a proposal to a Proposer at their request and expense after DHS concludes the bid process.

7. Inspecting or obtaining copies of proposals

- a. Who can inspect or copy proposal materials

Any person or member of the public can inspect or obtain copies of any proposal materials.

b. What can be inspected / copied and when

- 1) After DHS releases the RFP, any existing Proposers List (i.e., list of firms to whom the RFP is sent) is considered a public record and will be available for inspection or copying.
- 2) On or after DHS posts the Notice of Intent to Award, all proposals, Proposers list, letters of intent, checklists and/or scoring/evaluation sheets become public records. These records shall be available for review, inspection and copying during normal business hours.

c. Inspecting or obtaining copies of proposal materials

Persons wishing to view or inspect any proposal or award related materials must identify the items they wish to inspect and must make an inspection appointment by contacting **Peter Kaapcke at (916) 449-5298**.

Persons wishing to obtain copies of proposal materials may visit DHS or mail a written request to the DHS office identified below. The requestor must identify the items they wish to have copied. Materials will not be released from State premises for the purposes of making copies.

Unless waived by DHS, a check covering copying and/or mailing costs must accompany the request. Copying costs, when applicable, are charged at a rate of **ten cents** per page. DHS will fulfill all copy requests as promptly as possible. Submit copy requests as follows:

Request for Copies - RFP 03-75880

Department of Health Services
Cancer Detection Section
Peter Kaapcke
1616 Capitol Avenue, Suite 74.421
MS-7203
P.O. Box 997413
Sacramento, CA 95899-7413

8. Verification of Proposer information

By submitting a proposal, Proposers agree to authorize DHS to:

- a. Verify any and all claims made by the Proposer including, but not limited to verification of prior experience and the possession of other qualification requirements, and
- b. Check any reference identified by a Proposer or other resources known by the State to confirm the Proposer's business integrity and history of providing effective, efficient and timely services.

9. DHS rights

In addition to the rights discussed elsewhere in this RFP, DHS reserves the following rights.

a. RFP corrections

- 1) DHS reserves the right to do any of the following up to the proposal submission deadline:

- a) Modify any date or deadline appearing in this RFP or the RFP Time Schedule.
 - b) Issue clarification notices, addenda, alternate RFP instructions, forms, etc.
 - c) Waive any RFP requirement or instruction for all proposers if DHS determines that the requirement or instruction was unnecessary, erroneous or unreasonable.
 - d) Allow Proposers to submit questions about any RFP change, correction or addenda. If DHS allows such questions, specific instructions will appear in the cover letter accompanying the document.
- 2) If deemed necessary by DHS, DHS may also waive any RFP requirement or instruction after the submission deadline.
 - 3) If this RFP is clarified, corrected, or modified, DHS will mail or fax written clarification notices and/or RFP addenda to all persons/firms to whom DHS sent this RFP.

If DHS decides, just before or on the proposal due date, to extend the submission deadline, DHS may choose to notify potential proposers of the extension by fax or by telephone. DHS will follow-up any verbal notice in writing by fax or by mail.

b. Collecting information from Proposers

- 1) If deemed necessary, DHS may request a Proposer to submit additional documentation during or after the proposal review and evaluation process. DHS will advise the Proposers orally, by fax or in writing of the documentation that is required and the time line for submitting the documentation. DHS will follow-up oral instructions in writing by fax or mail. Failure to submit the required documentation by the date and time indicated may cause DHS to deem a proposal nonresponsive.
- 2) DHS, at its sole discretion, reserves the right to collect, by mail, fax or other method; the following omitted documentation and/or additional information.
 - a) Signed copies of any form submitted without a signature.
 - b) Data or documentation omitted from any submitted RFP attachment/form.
 - c) Information/material needed to clarify or confirm certifications or claims made by a Proposer.
 - d) Information/material needed to correct or remedy an immaterial defect in a proposal.
- 3) The collection of proposer documentation may cause DHS to extend the date for posting the Notice of Intent to Award. If DHS changes the posting date, DHS will advise the Proposers, orally or in writing, of the alternate posting date.

c. Immaterial proposal defects

- 1) DHS may waive any immaterial defect in any proposal and allow the Proposer to remedy those defects. DHS reserves the right to use its best judgment to determine what constitutes an immaterial deviation or defect.
- 2) DHS' waiver of an immaterial defect in a proposal shall in no way modify this RFP or excuse a Proposer from full compliance with all bid requirements.

d. Correction of clerical or mathematical errors

- 1) DHS reserves the right, at its sole discretion, to overlook, correct or require a Proposer to remedy any obvious clerical or mathematical errors occurring in the narrative portion of a proposal, on a Cost Proposal form or on a Budget Detail Work Sheet.
- 2) If the correction of an error results in an increase or decrease in the total price, DHS shall give the Proposer the option to accept the corrected price or withdraw their proposal.
- 3) Proposers may be required to initial corrections to costs and dollar figures on the Cost Proposal form or a Budget Detail Work Sheet if the correction results in an alteration of the annual costs or total cost offered.
- 4) If a mathematical error occurs in a total or extended price and a unit price is present, DHS will use the unit price to settle the discrepancy.

e. Right to remedy errors

DHS reserves the right to remedy errors caused by:

- 1) DHS office equipment malfunctions or negligence by agency staff,
- 2) Natural disasters (i.e., floods, fires, earthquakes, etc.).

f. No contract award or RFP cancellation

The issuance of this RFP does not constitute a commitment by DHS to award a contract. DHS reserves the right to reject all proposals and to cancel this RFP if it is in the best interests of DHS to do so.

g. Contract amendments after award

As provided in the Public Contract Code governing contracts awarded by competitive bid, the DHS reserves the right to amend the contract after DHS makes a contract award.

h. Proposed use of subcontractors and/or independent consultants

Specific subcontract relationships proposed in response to this RFP (i.e., identification of pre-identified subcontractors and independent consultants) shall not be changed during the procurement process or prior to contract execution. The pre-identification of a subcontractor or independent consultant does not affect DHS' right to approve personnel or staffing selections or changes made after the contract award.

i. Staffing changes after contract award

DHS reserves the right to approve or disapprove changes in key personnel that occur after DHS awards the contract.

O. Bidding Certification Clauses

1. Certificate of Independent Price Determination

a. The prospective proposer certifies that:

- 1) The prices in this bid or proposal have been arrived at independently without any consultation, communication or agreement with any other proposer, proposer or competitor for the purpose of restricting competition relating to:

- a) The prices or costs offered,
 - b) The intention to submit a bid or proposal,
 - c) The methods or factors used to calculate the costs or prices offered.
- 2) The prices in this bid or proposal have not been and will not be knowingly disclosed by the proposer, directly or indirectly, to any other proposer or competitor before the bid/cost proposal opening date or date of contract award posting, unless otherwise required by law.
- 3) No attempt has been made or will be made by the proposer to induce any other firm or entity to submit or not to submit a bid or proposal for the purpose of restricting competition.
- b. Each signature appearing on the documents contained in this bid package/proposal is considered to be a certification by the signatory that the signatory:

Is the person in the proposer's organization that is either responsible for determining the prices offered in this bid or proposal and/or is designated to complete the bid or proposal forms on behalf of the bidding firm, and the signatory has not participated and will not participate in any action contrary to all subsections of paragraph a.

P. Preference Programs

To confirm the identity of the highest scored responsible Proposer, DHS will adjust the total point score for applicable claimed preference(s). DHS will apply preference adjustments to eligible Proposers according to State regulations following verification of eligibility with the appropriate office of the Department of General Services.

1. Small Business Enterprises (including Microbusinesses)

- a. Responsive and responsible California proposers claiming preference and verified as a certified small business (including microbusiness) in a relevant business type will be granted a preference of five percent (5%) of the total point score earned by the responsive and responsible proposer with highest combined score, if the highest scored proposal is submitted by a proposer that is not certified as a California small business (including microbusinesses) in a relevant business type. The "service" category or business type will most likely apply to this procurement.
- b. To be certified as a "small business" (including a microbusinesses) and eligible for a bidding preference the business concern must:
 - 1) Have requested the status of small business and/or microbusiness and become certified by the appropriate office of the Department of General Services (DGS) [formerly referred to as Office of Small Business Certification and Resources] as a small business no later than 5:00 p.m. on the proposal submission deadline.
 - 2) Not be dominant in its field of operations,
 - 3) Be independently owned and operated,
 - 4) Have its principal office located in California,
 - 5) Have its owners (or officers in the case of a corporation) domiciled in California,

- 6) Together with its affiliates be either:
 - a) A non-manufacturer with 100 or fewer employees and average annual gross receipts of ten million dollars or less over the previous three years, or
 - b) A manufacturer with 100 or fewer employees.
- c. Firms desiring small business and/or microbusiness certification must obtain a Small Business Certification Application (STD 813) from the appropriate office of the Department of General Services [formerly Office of Small Business Certification and Resources (OSBCR)], fully complete the form, and return it to the Department of General Services as instructed. Bidding firms desiring small business certification assistance, may contact the Department of General Services by the following means:
 - 1) (916) 322-5060 (24 hour recording and mail requests), or
 - 2) (916) 375-4940 or (800) 559-5529 (live operator), or
 - 3) Internet address: <http://www.pd.dgs.ca.gov/smbus> or
 - 4) Fax: (916) 375-4950, or
 - 5) Email: osbcrhelp@dgs.ca.gov

Q. Contract Terms and Conditions

The winning Proposer must enter a written contract that may contain portions of the Proposer's proposal (i.e., Budget Detail Work Sheets, Work Plan), Scope of Work, standard contract provisions, the contract form, and the exhibits identified below. Other exhibits, not identified herein, may also appear in the resulting contract.

The exhibits identified in this section contain contract terms that require strict adherence to various laws and contracting policies. A Proposer's unwillingness or inability to agree to the proposed terms and conditions shown below or contained in any exhibit identified in this RFP may cause DHS to deem a Proposer non-responsible and ineligible for an award. DHS reserves the right to use the latest version of any form or exhibit listed below in the resulting agreement if a newer version is available.

The exhibits identified below illustrate many of the terms and conditions that may appear in the final agreement between DHS and the winning Proposer. Other terms and conditions, not specified in the exhibits identified below, may also appear in the resulting agreement. Some terms and conditions are conditional and may only appear in an agreement if certain conditions exist (i.e., contract total exceeds a certain amount, federal funding is used, etc.).

In general, DHS will not accept alterations to the General Terms and Conditions (GTC), DHS' Special Terms and Conditions, the Scope of Work, other exhibit terms/conditions, or alternate language that is proposed or submitted by a prospective contractor. DHS may consider a proposal containing such provisions "a counter proposal" and DHS may reject such a proposal as nonresponsive.

1. Sample contract forms / exhibits

Exhibit Label	Exhibit Name
a. Exhibit A1	Standard Agreement (1 page)
b. Exhibit A	Scope of Work (3 pages)
c. Exhibit B	Budget Detail and Payment Provisions (4 pages)
d. Exhibit C	General Terms and Conditions (GTC 304). View or download
View on-line.	this exhibit at this Internet site: http://www.ols.dgs.ca.gov/Standard+Language/default.htm .
e. Exhibit D(C)	Special Terms and Conditions (17 pages)
f. Exhibit E	Additional Provisions (4 pages)
g. Exhibit F	Contractor's Release (1 page)
h. Exhibit G	Travel Reimbursement Information (2 pages)

2. Unanticipated tasks

In the event unanticipated or additional work must be performed that is not identified in this RFP, but in DHS' opinion is necessary to successfully accomplish the scope of work, DHS will initiate a contract amendment to add that work. All terms and conditions appearing in the final contract including the salary/wage rates, unit rates and/or other expenses appearing on the Proposer's Budget Detail Work Sheets will apply to any additional work.

3. Resolution of language conflicts (RFP vs. final agreement)

If an inconsistency or conflict arises between the terms and conditions appearing in the final agreement and the proposed terms and conditions appearing in this RFP, any inconsistency or conflict will be resolved by giving precedence to the final agreement.